

WHAT IS CLAIMED IS:

1 1.A method for making a recommendation in a
2 lifestyle recommendation machine, the method comprising
3 the steps of:
4 generating a user profile based on explicit
5 and/or implicit directions of a user;
6 making a recommendation for an item, service,
7 and/or event based on the user profile; and
8 reporting the recommendation to the user
9 through an agent.

1 2. The method of claim 1, wherein the
2 recommendation is a recommendation of television
3 programming.

1 3. The method of claim 1, wherein the agent is
2 a celebrity.

1 4. The method of claim 1, wherein the
2 reporting step comprises displaying a video of the agent
3 and playing accompanying audio which announces the
4 recommendation.

1 5. The method of claim 1, wherein the
2 reporting step comprises displaying a still image of the
3 agent.

1 6. The method of claim 5, wherein the
2 reporting step further comprises displaying a textual
3 message which announces the recommendation.

1 7. The method of claim 5, wherein the
2 reporting step further comprises playing accompanying
3 audio which announces the recommendation.

1 8. A lifestyle recommendation device
2 comprising:
3 means for generating a user profile based on
4 explicit and/or implicit directions of a user;
5 means for making a recommendation for an item,
6 service, and/or event based on the user profile; and
7 reporting means for reporting the
8 recommendation to the user through an agent.

1 9. The device of claim 8, wherein the
2 lifestyle recommendation device is a television
3 programming storage device.

1 10. The device of claim 8, wherein the agent
2 is a celebrity.

1 11. The device of claim 8, wherein the
2 reporting means comprises means for displaying a video of
3 the agent and playing accompanying audio which announces
4 the recommendation.

1 12. The device of claim 8, wherein the
2 reporting means comprises means for displaying a still
3 image of the agent.

1 13. The device of claim 12, wherein the
2 reporting means further comprises means for displaying a
3 textual message which announces the recommendation.

1 14. The device of claim 12, wherein the
2 reporting means further comprises means for playing
3 accompanying audio which announces the recommendation.

1 15. A program storage device readable by
2 machine, tangibly embodying a program of instructions
3 executable by the machine to perform method steps for
4 making a recommendation in a lifestyle recommendation
5 machine, the method comprising the steps of:
6 generating a user profile based on explicit
7 and/or implicit directions of a user;
8 making a recommendation for an item, service,
9 and/or event based on the user profile; and
10 reporting the recommendation to the user
11 through an agent.

1 16. A computer program product embodied in a
2 computer-readable medium for making a recommendation in a
3 lifestyle recommendation machine, the computer program
4 product comprising:

5 computer readable program code means for
6 generating a user profile based on explicit and/or
7 implicit directions of a user;
8 computer readable program code means for
9 generating making a recommendation for an item, service,
10 and/or event based on the user profile; and
11 computer readable program code means for
12 generating reporting the recommendation to the user
13 through an agent.

1 17. A method for making a recommendation in a
2 lifestyle recommendation machine, the method comprising
3 the steps of:

4 substituting a user profile based on explicit
5 and/or implicit directions of a user with a celebrity
6 profile of a celebrity;

7 making a recommendation for an item, service,
8 and/or event based on the celebrity profile; and

9 reporting the recommendation to the user.

1 18. The method of claim 17, wherein the
2 substituting step comprises downloading the celebrity
3 profile from an external source.

1 19. The method of claim 17, wherein the
2 reporting step comprises reporting the recommendation to
3 the user through an agent.

1 20. The method of claim 19, wherein the agent
2 is the celebrity.

1 21. The method of claim 20, wherein the
2 reporting step comprises displaying a video of the
3 celebrity and playing accompanying audio which announces
4 the recommendation.

1 22. The method of claim 20, wherein the
2 reporting step comprises displaying a still image of the
3 celebrity.

1 23. The method of claim 22, wherein the
2 reporting step further comprises displaying a textual
3 message which announces the recommendation.

1 24. The method of claim 22, wherein the
2 reporting step further comprises playing accompanying
3 audio which announces the recommendation.